

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1. (Canceled)
2. (Currently Amended) A method of coupling a content tag with a content file transmission, the method comprising:
 - associating the content tag indicating a type of service in accordance with [[the]] content of the content file transmission, wherein the content tag is created and associated with the content file transmission at a location ~~the location~~ where the content file transmission is originally published by an owner of the content that is authorized to distribute the content;
 - receiving the content file transmission with the content tag into a network;
 - reading the content tag, which was associated with the content file transmission by the owner of the content, in an instance of a network transmission;
 - determining whether at least part of the content file transmission should be accorded a predetermined type of transmission service by contacting an external authentication server at an address specified by the content tag;
 - generating flow information for the content file transmission, the flow information including information specifying the type of service indicated in the content tag in response to successful authentication by the external ~~content~~ authentication server;
 - transmitting at least part of the content file transmission according to the type of service specified by the flow information over the network, wherein if the content tag indicates that at least part of the content file transmission should be accorded a predetermined type of transmission service and the authentication was successful, transmitting the at least part of the content

file transmission with a preferred type of service, and if the content tag does not indicate that at least part of the content file transmission should be accorded a predetermined type of transmission service, transmitting the content file transmission with a standard type of service; and providing the at least part of the content file transmission to a user requested location.

3. (Previously presented) The method according to claim 2, wherein the content file transmission is electronic data.

4. (Previously presented) The method according to claim 2, wherein the content file transmission is media content.

5-6. (Canceled)

7. (Previously presented) The method according to claim 2, wherein the content tag enables control on distribution of the content file transmission by at least one selected from a group consisting of an owner of the content, a peer-to-peer network, and a service provider.

8. (Previously presented) The method according to claim 2, further comprising: identifying a type of content in order to provide specific transport service to differing types of content.

9. (Previously presented) The method according to claim 8, wherein identifying a type of content includes: reading the content tag.

10. (Previously presented) The method according to claim 8, wherein the specific transport service includes at least one selected from a group consisting of a predetermined amount of bandwidth, a quality of service, a transmission attribute, an amount of packet loss, and an amount of jitter.

11. (Previously presented) The method according to claim 10, wherein the specific transport service is an amount of bandwidth.
12. (Previously presented) The method according to claim 2, wherein associating the content tag with the content file transmission includes:
 associating a multi-element content tag with the content file transmission.
13. (Previously Presented) The method according to claim 2, wherein associating the content tag with the content includes:
 associating a content tag, wherein the content tag is configured such that the content tag is extendible while remaining machine readable.
14. (Previously presented) The method according to claim 13, wherein the machine readable content tag includes at least one selected from a group consisting of electronic data and encoded data.
15. (Previously presented) The method according to claim 2, further comprising:
 authenticating the distribution allowed for the content file transmission, and
 authorizing only the allowed distribution for the content file transmission.
16. (Previously presented) The method according to claim 15, wherein the distribution authorized includes geographic restrictions.
17. (Previously presented) The method according to claim 2, wherein the user requested location is a device.
18. (Previously presented) The method according to claim 17, wherein the device is one selected from a group consisting of personal computer, a minicomputer, a microcomputer, a mainframe computer, a personal digital assistant, a hand-held device, a set-top box, a cellular telephone, an IP telephone, a videophone, a videogame machine, a television, and a personal video recorder.

19. (Previously presented) The method according to claim 16, wherein generating the flow information for the content file transmission further comprises:

retrieving a transport profile corresponding to the content tag from at least one selected from a group consisting of an external database, a look up table, and a Uniform Resource Locator (URL) serving agent.

20. (Previously presented) The method according to claim 2, wherein the content tag includes electronic bits of information identifying at least one selected from a group consisting of a type of service, a content class or type, an originator of the content file transmission, metadata with searchable descriptors, an authentication Uniform Resource Locator (URL) configured to enable dynamic authentication, an association with a type of network service, and a content application.

21. (Currently Amended) A method of inserting a content identifier [[with]] and transmitting electronic data, the method including:

inserting the content identifier in the electronic data at a location at which [[the]] content is originally published by an owner of the content that is authorized to distribute the content;

receiving the electronic data with the content identifier [[tag]] into a network;

reading the content identifier, which was associated with the electronic data by the owner of the content, in an instance of a network transmission

determining whether at least part of the electronic data should be accorded a predetermined type of transmission service by contacting an external authentication server at an address specified by the content tag;

determining a type of transmission service to accord the electronic data based on information in the content identifier in response to successful authentication by the external authentication ~~content~~ server;

transmitting at least part of the electronic data according to the determined type of service over the network, wherein if the content identifier indicates that at least part of the electronic data should be accorded a predetermined type

of transmission service and the authentication was successful, transmitting the at least part of the electronic data with a preferred type of service, and if the content identifier does not indicate that at least part of the electronic data should be accorded a predetermined type of transmission service, transmitting the electronic data with a standard type of service; and providing the at least part of the content to a user requested location.

22. (Previously Presented) The method according to claim 21, wherein transmitting the at least part of the electronic data includes:

transmitting the electronic data over a network in which clients and servers are distributed such that an owner of the electronic data does not own the server element on which the electronic data is stored.

23. (Previously presented) The method according to claim 22, wherein the electronic data is media content.

24. (Previously presented) The method according to claim 23, wherein the content identifier enables control on distribution of the media content by at least one selected from a group consisting of the content owner, the network, and a service provider.

25. (Previously presented) The method according to claim 21, wherein the user requested location is a device.

26. (Previously presented) The method according to claim 25, wherein the device is one selected from a group consisting of personal computer, a minicomputer, a microcomputer, a mainframe computer, a personal digital assistant, a hand-held device, a set-top box, a cellular telephone, an IP telephone, a videophone, a videogame machine, a television, and a personal video recorder.